

The Concepts through the Mediating Effects of Psychographic Constructs in Tourist Behavior

Abstract

The relationships of subjective norms as well as their roles in the causal relationships as constructs are main issues for understanding consumer behavior. Hence, the importance of subjective norms is not covered as a valuable subject. Since there are a few studies about causal relationships of latent variables as mediating effect in the tourism literature; the aim of this article is to pursue and present to discover those precise associations among subjective norms as variables which lead to a new model of them. Expectancy-Value Theory (EVT) and Theory of Planned Behavior (TPB) are employed as the base of created model from Structural Equation Modeling (SEM). Moreover, investigating of subjective issues is very useful to find out consumer behavior, while their concepts are as latent variables or intangibles are very complicated and sophisticated. Besides, tourism literature has a little information through the mediating effects of psychological variables which are led to tourism loyalty. However, the importance of mediating effects is valuable to know the customers how and why to do as well as to predict behavioral intentions. Further, the lack of conceptual framework from mentioned issues is improved by considering variables as subjective and their roles as mediating effects like lifestyle, personality and travel satisfaction between destination image and loyalty.